

ORDER



Orders
Order / Rev: 59060
Alt Order #: 08869856
Product Desc: LOVE/CONG/R
Estimate:
Flight Dates: 09/25/12 - 10/04/12
Original Date / Rev: 09/21/12 / 10/01/12
Order Type: CIA - C

KTVX-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency Name: Smart Media
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Mia Love
Demographic: A35+
Product Codes: US Congress
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	8	\$3,990.00	\$3,391.50
10/01/12	10/04/12	7	\$2,415.00	\$2,052.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	\$3,990.00	\$3,391.50	15.80
October 2012	7	\$2,415.00	\$2,052.75	10.50
Totals	15	\$6,405.00	\$5,444.25	26.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	09/29/12	09/29/12	M-Su 5a-1a Sa 5-6p	CM	5:00 PM-6:00 PM (5:00 PM-6:00 PM)	-----1-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
4TH CONG DISTRICT DEBATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$2,500.00		0.00			
N 2	KTVX	10/01/12	10/04/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-11---	:30	3	\$100.00	P-3	1.40	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-11---			3			\$100.00		1.40			
N 3	KTVX	09/30/12	09/30/12	This Week This Week	CM	10:00 AM-11:00 AM (10:00 AM-11:00 AM)	-----1	:30	1	\$150.00	P-3	2.10	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1			1			\$150.00		2.10			
N 4	KTVX	09/28/12	10/03/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	--1-1--	:30	2	\$250.00	P-3	1.40	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--			1			\$250.00		1.40			
Week:		10/01/12	10/07/12	--1----			1			\$250.00		1.40			
N 5	KTVX	09/30/12	09/30/12	Su 4p-430p Su 4p-430p	CM	4p-430p	-----1	:30	1	\$150.00	P-3	3.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1			1			\$150.00		3.00			
N 8	KTVX	09/28/12	09/28/12		CM	5p-530p	----1--	:30	1	\$165.00	P-3	2.10	NM	1	\$165.00

Order / Rev: 59060
Alt Order #: 08869856
Flight Dates: 09/25/12 - 10/04/12

Advertiser: Mia Love
Product Desc: LOVE/CONG/R
Estimate:

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ABC4 News at 5p											
				ABC4 News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$165.00		2.10			
N11	KTVX	09/30/12	09/30/12	SUN ABC4 News @ 5p CM		5p-530p	-----1	:30	1	\$175.00	P-3	2.60	NM	1	\$175.00
				SUN ABC4 News @ 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$175.00		2.60			
N12	KTVX	09/28/12	09/28/12	Nightline CM		1036p-1103p	----1--	:30	1	\$200.00	P-3	1.90	NM	1	\$200.00
				M-F 1036p-1103p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$200.00		1.90			
N13	KTVX	09/28/12	10/03/12	ABC4 News at 10pm M-EM		10p-1036p	1---1--	:30	2	\$400.00	P-3	2.70	NM	2	\$800.00
				M-F 10p-1036p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$400.00		2.70			
Week:		10/01/12	10/07/12	1-----					1	\$400.00		2.70			
N14	KTVX	10/01/12	10/01/12	ABC4 News at 5p CM		5p-530p	1-----	:30	1	\$165.00	P-3	2.20	NM	1	\$165.00
				ABC4 News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$165.00		2.20			
N15	KTVX	10/04/12	10/04/12	Thu Reg 1 CM		7p-8p	---1---	:30	1	\$1,300.00	P-4	0.00	NM	1	\$1,300.00
				Last Resort											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$1,300.00		0.00			
													Totals	15	\$6,405.00